**English 11 Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Analyzing Appeals in Advertisements  
Checklist**

**Name of Ad:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Background Information:**1. Who seems to be the primary intended audience for this ad?  
2. In what kind of publication(s) do you think this ad would be most likely to appear?  
3. What is the primary purpose of this ad?  
4. Does this ad rely primarily on text, visuals, or on a balance of the two to achieve its purpose?  
5. What claims does the ad make for the product being advertised?

**Visual Elements:**1. Where does your eye go first?  
2. How do you view the ad: top to bottom, left to right, inside to outside, etc?  
3. What is the main image? If there are smaller images, what are they?  
4. What colors do you see? What associations do you have with these colors (happy, businesslike, childlike, patriotic, earthy, soothing, energetic, etc?

**EMOTIONAL APPEALS:**Identify the key feelings the advertiser wants us to have about the image(s).

\_\_\_\_\_ to fear that.. \_\_\_\_\_ to feel happy or excited that…   
\_\_\_\_\_ to imagine or wish that… \_\_\_\_\_ to admire or respect…   
\_\_\_\_\_to feel caring or sympathy for… \_\_\_\_\_to be angry or indignant about..  
\_\_\_\_\_ to be amused by… \_\_\_\_\_to be amazed or surprised by…

Check any of the following techniques of *pathos*, or emotional appeals, used in the ad.

Humor Images Comparisons Puns  
 Distortion Repetition Exaggeration   
 Sound Devices Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For each checked box, list one example from the ad that specifically reflects the identified technique. You may use a technique more than once:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**LOGICAL APPEALS:**  
Check any of the following techniques of *logos*, or logical appeals, used in the ad.

Facts References to authority figures Statistics  
 Common sense/shared values   
 Tradition Analogy/comparison Cause/Effect   
 Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For each checked box, list one example from the ad that specifically reflects the identified technique. You may use a technique more than once:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**ETHICAL APPEALS**:

Check any of the following techniques of *ethos*, or ethical appeals, used in the ad.

Celebrity endorsement

Using a setting/situation/context that is familiar   
Using well-known figures that can be trusted   
Establishing the artist’s, writer’s, or business’s credentials and sound reputation  
Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For each checked box, list one example from the ad that specifically reflects the identified technique. You may use a technique more than once:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**Analysis and Evaluation**:  
1. What overall effect or message is communicated by the ad?  
2. What is the most important element in communicating that effect or message?  
3. What are the unspoken assumptions of this ad?  
4. Do you think the ad will be persuasive to its target audience? Explain your answer.  
5. Is there anything you would change about this ad to make it more persuasive to its target audience?

Adapted and Modified from LTF 3, 2013  
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